

## Hospice Survey 2020

### Guidance notes

#### Background

The Hospice Survey has been set up to provide hospices with a cost-effective means of seeking staff and/or volunteer opinions about their roles and their workplace. It enables benchmarking against the other hospices taking part. Birdsong runs the Hospice Survey on behalf of Hospice UK, involving approximately 40 hospices (~8000 staff/volunteers) each year.

These Guidance Notes give you an overview of what's involved and will help you ensure that you are making the right registration selections for your hospice to suit your needs. They also give you information about the updates that have been made to the Hospice Survey for 2020.

#### Key information

##### Timings \*\*\*\*updated in response to the COVID-19 outbreak\*\*\*\*

We are extending the survey period this year so that your hospice can run the survey anytime between 11th May and 18th December 2020. The end deadline could be extended even further if necessary – we will review this in light of COVID-19 developments.

**The original main survey period was set for a six-week period from 11th May – 19th June. If you would still like to take it within this time, your main reports will be sent by 24th July.** We will liaise with you individually regarding reporting dates for the individual time period you select on the registration. You have the flexibility to change the dates you indicate at registration later on, should you need to. Just keep in touch with us so that we can best support you and keep our schedule updated.

#### Pricing

We will apply the discount that is usually reserved for hospices taking the survey within the main period to **everyone** who takes the Hospice Survey this year, regardless of dates. Therefore the core cost, including the Overall Results report, will be **£325+VAT**.

In addition to the core survey cost, there is a pricing structure set out in **Appendix 2 of this document** which allows you to add open questions to your survey and/or select sub analyses options if you need them. The same price structure applies to both staff and volunteer surveys and does not increase with numbers of respondents. All prices remain the same as for 2019.

#### Registering to take part

To take part in the survey **you will need to register online at least four weeks before your launch date**. To do this visit our website: [birdsong.co.uk](http://birdsong.co.uk) and follow the *Hospice Survey* link. At the point of registration you will need to view our privacy notice before agreeing to proceed.

### Who can take part

We have a Hospice Survey for paid staff only, and one that is more specific to volunteering. The surveys contain enough cross-over to enable effective and meaningful comparison of data if you wish for both your staff and volunteers to take part. The versions of the survey (updated for 2020) are included as **Appendices 1a and 1b of this document**.

### Overall Results reports

The main output of the survey process, included in the core cost of your survey, is a graphical Overall Results report comparing your hospice's responses with the *All Hospices 2020* benchmark. The *All Hospices* benchmark is derived from the combined responses of all the hospices taking part in this year's survey. The benchmark provided in your report will include just staff, just volunteers or both (data can be reported together or separately), depending on which groups you include in your survey.

The Overall Results report also highlights your hospice's top and bottom performance areas, giving an *at a glance* view of your best and worst areas of staff satisfaction. You will also receive an overall engagement indicator as part of the survey headlines section of your report.

You can read further information on reporting in our online **Detailed FAQs**.

### Optional reporting

You can further analyse your results and customise your survey by choosing from the following comparison reports:

- Staff / volunteers
- Managers / Non-managers
- Clinical areas / Non-clinical areas
- Length of service
- Location
- Department
- Previous years
- Top Performers benchmark  
(for hospices wanting to challenge themselves a little more)

You can also specify custom sub-analyses that are unique to your hospice. This could be, for example, to analyse the responses from different job types.

**Please do not identify individual categories that are likely to have fewer than 10 respondents as this could compromise the anonymity of responses.**

The **Detailed FAQs** section of our website provides further guidance about what to select and what the sub analyses reports will provide.

### Verbatim Comments

You can also **add open questions to the survey**, so that respondents can enter narrative responses. Open questions can be useful because they allow for more detailed information from respondents or for you to raise specific topics that are important to your hospice.

You cannot change the wording of the opinion questions in the survey - to facilitate the benchmarking - but you can choose the wording of your open questions. We have example wording available to help you as part of our online **Detailed FAQs**.

## Changes to the Hospice Survey for 2020

Birdsong is committed to ensuring that our surveys and reporting services provide charities with the most pertinent data in user-friendly formats. In line with this, we carried out a full review of the Hospice Survey in October 2019 in collaboration with Hospice UK/SHaWL and also sought insight from hospice HR-leads on priority areas of questioning for 2020 onwards.

A set of enhancements to the Hospice Survey has since been developed by Birdsong. These include an increased focus on staff well-being, more opportunity to measure perceptions of inclusion and diversity, further analysis of staff engagement levels and the production of a shorter volunteer-version of the survey. We have also enhanced the survey opinion scale to improve clarity between neutral-opinion and no-opinion responses.

The core survey cost will now include new analysis within the Overall Results survey report at no extra charge.

You can see the more about the changes for 2020 in our online **Detailed FAQs**. The new questionnaires are set out in **Appendices 1a and 1b of this document** and/or you can take a trial survey online at [birdsong.co.uk](http://birdsong.co.uk) by following the [Hospice Survey](#) link.

## Running the survey

### Before the survey launches

The survey questionnaire will be completed via a web-based survey link unique to your hospice, which you pass on to your staff when the survey goes live. Before you launch, we will provide you with your online link to test and check that everything is as you expected.

Give your staff and/or volunteers plenty of advance notice that the survey will be taking place and tell them why you would like them to take part.

Make sure you've arranged for all staff to have easy access to the internet\* during the survey live period and that they have expressly received encouragement from their immediate manager to spend ample time taking the survey.

(\*A pdf for you to print out paper copies of the questionnaire can be provided for individuals who do not have access to the internet. There is an option to select this in the registration).

### On launch day

You will need to carefully consider how you want to word the email that accompanies the survey link. We provide some example wording that you can use for this in our online **FAQs**.

### During the survey

A three-week period is an ideal length of time for your survey to be available to your staff, but you may wish to give your people a longer period to complete it. We will provide you with a live reporting link, so that you can check the progress of your responses at any time.

Encourage responses by publicising the survey through, for example, notice boards, intranet, staff forums and simply by asking managers to encourage their teams to take part. It is also helpful to send out reminder emails to further encourage response. The final week of the survey is a particularly good time to do this.

### How we use your data

We never release information that could allow an individual to be identified. Each hospice's results are confidential to them. Each hospice, as well as Hospice UK, will see a list of the other participating hospices.

Each hospice's summary results will be included in Birdsong's *All Hospices* and *Charity Pulse* benchmarks. The top 40 surveys' summary results will be included in Birdsong's *Top Performers* benchmarks. Our benchmarks do not identify individual charity results.

Full information about **GDPR, confidentiality** and the **Birdsong data policy** can be found in the **Detailed FAQs** on the Birdsong website [birdsong.co.uk](http://birdsong.co.uk). You will be asked to read and agree to the Birdsong data privacy notice before progressing with your registration.

### Receiving your results

If you are taking part in the original dates of the main spring/summer period of the Hospice Survey, we will be sending your survey reports to you by **24th July 2020**. For other survey dates, the reports are usually sent within 3-4 weeks of the survey closing. It is beneficial if you prepare a plan in advance about when and how you will share and circulate the survey results.

To maintain staff confidence in the process, we recommend that you make the survey results available to your people at the earliest opportunity, highlighting the most significant findings - both positive and negative. Also, to maximise the motivational impact of the survey, take some prompt action in response to the findings. If appropriate, ask staff for their views on which are the most important and/or urgent areas for improvement. Be honest about what you can and cannot change.

### How can we help you further?

At Birdsong we believe that staff and volunteer surveys are a powerful way for an organisation to keep in touch with what their people are thinking and feeling. Their results can be used to improve staff satisfaction, engagement and motivation.

We have been running staff surveys across the UK voluntary sector since 2004 and some charities find it helpful to have further involvement from us after they receive their results.

We can produce additional reports that further analyse and interpret your data, examples of this include:

- **Findings report** - An executive summary report highlighting key variances, trends, strengths and areas for further investigation.
- **Comments Summary Report** - A written report summarising the comments and suggestions made by staff.

We can also work with you directly to help you in moving forward, examples of this include:

- **Staff presentation/ workshops** - A presentation of the survey results and key findings to staff (this service is distance/location dependent). This can be combined with facilitated group discussions to identify priority areas for improvement.
- **Telephone support** - We are always happy to discuss your survey results with you and address any questions arising from the reports.

## Any Questions?

Please email or call us if there is anything at all you'd like to discuss.

Birdsong's Emma Howard leads on the Hospice Survey project and her details are here:

email [emma@birdsong.co.uk](mailto:emma@birdsong.co.uk) | office phone [01858 525258](tel:01858525258) | mobile [07834 633451](tel:07834633451):

Or visit our dedicated Hospice Survey page on our website to see detailed answers to FAQs:

<https://birdsong.co.uk/our-work/staff-surveys/hospice-survey/>

## Thank you

Thank you for your interest in the Birdsong Hospice Survey 2020. If you have decided to take part, we look forward to working with you.

### The organisation and leadership

1. I understand what this charity wants to achieve as an organisation
2. I have confidence in this charity's leaders
3. I feel well informed about what is happening within the charity
4. Communication between different teams / departments is effective
5. This charity's processes and procedures help me to do my job effectively
6. This charity makes best possible use of supporters' time and money
7. This charity is doing everything it can to reduce its impact on the environment
8. This charity's leaders are committed to making the charity a great place to work

### Your job

9. I enjoy the work I do
10. I enjoy working with the people in this charity
11. I feel like I am making a difference
12. My workload is manageable
13. I do not feel under pressure to work long hours
14. I am not concerned about my job security

### Your well-being

15. This charity acts fairly in its dealings with everyone (regardless of ethnic background, gender, religion, sexual orientation, age or disability)
16. In the last year I have not experienced bullying or harassment at work
17. I am supported through challenging or demanding work
18. I never feel overwhelmed by stress at work
19. This charity actively encourages employees to improve their physical and mental well-being
20. I would feel able to raise a personal or well-being issue if I needed to
21. I am comfortable being myself at work

### People management

22. I am clear about what is expected of me in my job
23. My views are listened to and valued
24. I am trusted to do my job
25. My immediate manager gives me clear feedback on my work
26. I feel appreciated and receive recognition for good work
27. My immediate manager demonstrates the charity's values in the way they work

## Development and reward

28. This charity makes best use of my abilities
29. I receive the training / development I need to do my job well
30. I am happy with the personal development opportunities here
31. I feel supported in developing my career
32. My pay is competitive in comparison to people doing similar work in the charity sector
33. Pay is handled fairly here

## Overall

34. Overall, I am satisfied with my job
35. I am proud to work for this charity
36. I believe in the aims of this charity
37. I would recommend this charity as an employer
38. I plan to be working for this charity in a year's time
39. If a friend or relative needed treatment I would be happy with the standard of care provided by this organisation
40. I am confident that the results of this survey will be acted on

### **Note:**

*The staff and volunteer surveys contain enough cross-over to enable effective and meaningful comparison of data if you wish for both your staff and volunteers to take part.*

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### **The organisation and leadership**

1. I understand what this charity wants to achieve as an organisation
2. I feel well informed about what is happening within the charity
3. This charity's processes and procedures help me to carry out my role effectively
4. This charity makes best possible use of supporters' time and money
5. This charity is doing everything it can to reduce its impact on the environment
6. This charity is committed to making this a great place to volunteer

### **Your volunteering work**

7. I enjoy the work I do
8. I enjoy volunteering with the people at this charity
9. I feel like I am making a difference

### **Your well-being**

10. This charity acts fairly in its dealings with everyone (regardless of ethnic background, gender, religion, sexual orientation, age or disability)
11. In the last year I have not experienced bullying or harassment here
12. Volunteering for this charity contributes positively to my health and well-being
13. I would feel able to raise a personal or well-being issue if I needed to
14. I am comfortable being myself here

### **Volunteer Management**

15. I am clear about what is expected of me in my role
16. My views are listened to and valued
17. This charity is flexible about how much time I can give
18. I feel appreciated and receive recognition for good work
19. My immediate supervisor demonstrates the charity's values in the way they work

### **Volunteer Development**

20. This charity makes best use of my abilities
21. I receive the training / development I need to do my work well
22. I have the opportunity to develop new skills here
23. I get the support I need to enable me to do my work well

## Overall

24. Overall, I am satisfied with my volunteering experience
25. I am proud to volunteer for this charity
26. I believe in the aims of this charity
27. I would recommend this charity as a place to volunteer
28. I plan to be volunteering for this charity in a year's time
29. If a friend or relative needed treatment I would be happy with the standard of care provided by this organisation
30. I am confident that the results of this survey will be acted on

## Appendix 2 – Hospice Survey Costs 2020

The registration process itself guides you through the available selections and clearly indicates prices for each additional report as you go through it. The same price structure applies to both staff and volunteer surveys. The costs do not increase with the numbers of respondents that take part.

All the costs detailed below exclude VAT, which is charged at the standard rate of 20%.

### Core survey cost

Including full set up, support, management of the survey plus an Overall Results report with <i>All Hospices</i> benchmark comparison	<b>£325</b> (Reduced from the standard rate of £475)	This rate will apply <b>all year</b> to allow flexible timing in response to the uncertainty and challenges caused by Covid-19.
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### Optional reports

Separate Overall Results report for volunteers	<b>£150</b>	If you do not wish to combine staff and volunteer data
Staff /Volunteers comparison	<b>£100</b>	
Managers / Non-managers comparison	<b>£100</b>	
Clinical areas / Non-clinical comparison	<b>£100</b>	
Length of service comparison	<b>£150 – £200</b>	See Note 1 below
Location comparison	<b>£150 – £300</b>	See Note 2 below
Department comparison	<b>£150 – £300</b>	See Note 2 below
Custom sub analyses	<b>£150 – £300</b>	See Note 2 below
Verbatim comments report ( <i>if you would like to add 'open questions' to your survey</i> )	<b>£125</b>	Three 'open questions' are added to the survey to gather narrative responses
Previous years comparison	<b>£150</b> <b>£200</b>	Two years Three years
Top Performers benchmark comparison	<b>£200</b>	For organisations who have performed strongly against our benchmark

### Other services

PDF version of the questionnaire	<b>£50</b>	For printing out paper copies
Inputting hard copy responses	<b>£3</b>	Per questionnaire
Comments Summary Report	<b>From £375</b>	
Findings report	<b>From £750</b>	
Staff presentation/workshops	<b>From £750</b>	Services dependent on location

**Note 1** – Cost depends on number of categories:

- Up to three: **£150**
- Up to six: **£200**

**Note 2** – Cost depends on number of categories:

- Up to three: **£150**
- Up to six: **£200**
- Up to nine: **£250**
- Up to twelve: **£300**